

## 2nd Half 1993 Workplan ....review.

### WINSTON SELECT

- \* *Don't over order.....proper quantities at retail*
- \* *Enough to fill promotional displays*
- \* *Prebook all 4 new styles of Select*
- \* *\$6 per display is the agreed upon payment for DAP*

### BEST PRACTICES

- \* *Consider Vertical coverage*
- \* *Senior S/R to train PTSW*
- \* *False objectives need to be dropped. Focus on what has to be done.*

*Each division has objectives that are not high priority and can be dropped:*

*Rotation*

*Re-merchandising ...etc.*



**GRATIS / MID PRICE**

- \* If you anticipate needing more than your allocation, you should get requests into NASA ASAP. Requests will be charged against their mid-price budget.*
- \* Magna/Sterling Slim \$.50 coupon/vpr  
remove all lower coupon/vpr denominations.*
- \* GPC and other deep discount brands should be countered with Monarch using war chest monies. Be at the same price in every call.*
- \* BSGSF in package outlets: not all brands....just use on brands that are selling (just doral 100's..... or whatever).*

## **MATCHING COMPETITIVE PRICING**

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*\* Be at the same price as competition in every call.*

## **DIRECT ACCOUNTS**

*\* Priority on direct account letter to retailers.*

## **CARTON OUTLETS**

*\* Seperate display is priority #1 with Select.  
Priority #2 would be as close to Marlboro  
as possible on the carton fixture. if placed on the  
carton rack, special shelf inserts should be used.*

*\* Don's get into major confrontation on 1/2 ctn. price,  
we won't be hung-up on a small difference.*

*\* B1CG1F on carton purchase can be a way of overcoming the 1/2 carton price objections.*

*\* POS: Place "Lots" and consider using PT's*

*\* "Starbursts" should be a priority to insure attention is drawn to the product.*

#### **PRIORITY ON PACKAGE MERCHANDISING**

*\* Temporary Displays in "Every Call".*

*\* PCD on location: no supplemental promotional or temporary displays allowed.....then share PCD between CAMEL and WINSTON SELECT. Keep Camel on the riser.*

CAMEL

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- \* Where you leave Camel transparency in the OPM place 8 column Winston SELECT transparency.*
- \* PCD: Use cents off on Camel Special Lights*
- \* It is important that all calls that have SELECT, must also have promoted Camel SPECIAL lights.*